



Cheerios Investigation

The Plan

Many companies are putting toys in their products to try to get customers to buy more. The company that makes Cheerios thinks this might be a good way to get families to buy more boxes of Cheerios. They will make six different toys and put one in each box of Cheerios and Multi-Grain Cheerios. That way kids will want their parents to keep buying Cheerios until they have all six different toys.

Mrs. Oats, the President in charge of Cheerios, asks you to help figure out if this is a good plan. She knows that it will cost more to put toys in Cheerios. She wants to be sure that families will really buy more boxes of Cheerios to get the toys.

Mrs. Oats asks you to find the answers to these two questions:

- What toy should Cheerios put in the boxes to make families want to buy more?
- How many boxes will a family buy to be sure they collect all 6 toys?

Write a letter to Mrs. Oats telling her what you think of the plan to put six different toys in Cheerios. **Based on the data**, how many boxes on average will the toy collectors buy? Use this information to make a recommendation for Mrs. Oats. Will this be a good plan to make the company money? Keep in mind that it will cost money to make the toys and to buy the rights to put the toys in Cheerios. Therefore, if people don't buy more boxes, the company will lose money.

Be sure to write in complete sentences. Write at least one full paragraph.

PREDICTION: How many boxes will it take before you get all 6 toys? _____



Cheerios Investigation

Data Collection

Toy	Tally	Total
1		
2		
3		
4		
5		
6		
	Total Boxes:	

Toy	Tally	Total
1		
2		
3		
4		
5		
6		
	Total Boxes:	

Toy	Tally	Total
1		
2		
3		
4		
5		
6		
	Total Boxes:	

Toy	Tally	Total
1		
2		
3		
4		
5		
6		
	Total Boxes:	